

ORDER



WAVY

Orders
Order / Rev: 198391
Alt Order #: 06841633
Product Desc: 8/22-8/27 AMER. FOR PROSPERITY
Estimate: 304
Flight Dates: 08/22/12 - 08/27/12
Original Date / Rev: 08/14/12 / 08/30/12
Order Type: REG

Primary AE: Petry Philadelphia
Sales Office: P-PHI
Sales Region: Nat

Agency
Name: Mentzer Media Services
Buying Contact:
Billing Contact:
 600 Fairmount Avenue
 Towson, MD 21286

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: POL/Americans For Prosperity
Demographic: A50+
Product Codes: PL2
Priority: P2
Revenue Codes: AGY, POL, POL-ISS

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID: IN15077/IN15162/SP9358
Agency External ID: IN2570/SP271/TO1326/AL2874/MO967

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|-------------|
| 07/30/12 | 08/26/12 | 23 | \$20,200.00 | \$17,170.00 |
| 08/27/12 | 08/27/12 | 7 | \$6,600.00 | \$5,610.00 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|----------------|-----------|--------------------|--------------------|-------------|
| August 2012 | 23 | \$20,200.00 | \$17,170.00 | 0.00 |
| September 2012 | 7 | \$6,600.00 | \$5,610.00 | 0.00 |
| Totals | 30 | \$26,800.00 | \$22,780.00 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|--------------------|--------------|--------------|-------------------------------|---------|
| Petry Philadelphia | | | Start Of Order - End Of Order | 100% |

Order Share

| | Share | Total |
|--------|-------|-------------|
| WAVY | 35% | \$26,800.00 |
| Market | 100% | \$76,571.43 |

Competitive Share

| | Share | Total |
|-------|-------|-------------|
| CABLE | 0% | \$0.00 |
| NFLWS | 0% | \$0.00 |
| UNKWN | 0% | \$0.00 |
| WGNT | 0% | \$0.00 |
| WHRO | 0% | \$0.00 |
| WPEN | 0% | \$0.00 |
| WPXV | 0% | \$0.00 |
| WTKR | 22% | \$16,845.71 |
| WTVZ | 0% | \$0.00 |
| WVBT | 5% | \$3,828.57 |
| WVEC | 38% | \$29,097.14 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|------------------------------|------|-------------------|-----------------|-----------------|-------------------|----------------|-------------|-----|---------------|------------|-----|------|------|-------|------------|
| E 1 | WAVY | 08/22/12 | 08/24/12 | Today Show M-F | CM | 7a-9a | --WTF-- | :30 | 3 | \$1,800.00 | P1 | 0.00 | NM | 3 | \$5,400.00 |
| TODAY SHOW Today Show M-F | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 08/20/12 | 08/26/12 | --WTF-- | 3 | | \$1,800.00 | | 0.00 | | | | | | |
| E 2 | WAVY | 08/22/12 | 08/24/12 | | CM | 11a-12p | --WTF-- | :30 | 3 | \$150.00 | P3 | 0.00 | NM | 3 | \$450.00 |

Order / Rev: 198391
Alt Order #: 06841633
Flight Dates: 08/22/12 - 08/27/12

Advertiser: POL/Americans For Prosperity
Product Desc: 8/22-8/27 AMER. FOR PROSPERITY
Estimate: 304
WAVY

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-------------------------|------|-------------------|-----------------|-----------------------|-------------------|----------------|-------------|-----|---------------|------------|-----|------|------|-------|------------|
| Hampton Roads Show | | | | | | | | | | | | | | | |
| Hampton Roads Show | | | | | | | | | | | | | | | |
| HAMPTON ROADS SHOW | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 08/20/12 | 08/26/12 | --WTF-- | 3 | | \$150.00 | | 0.00 | | | | | | |
| E 3 | WAVY | 08/22/12 | 08/24/12 | WAVY News 10 @ Noon | CM | 12p-1p | --WTF-- | :30 | 3 | \$250.00 | P2 | 0.00 | NM | 3 | \$750.00 |
| News 10 @ Noon | | | | | | | | | | | | | | | |
| NOON NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 08/20/12 | 08/26/12 | --WTF-- | 3 | | \$250.00 | | 0.00 | | | | | | |
| E 4 | WAVY | 08/22/12 | 08/24/12 | WAVY News 10 @ 6p | CM | 6p-630p | --WTF-- | :30 | 2 | \$1,800.00 | P1 | 0.00 | NM | 2 | \$3,600.00 |
| News 10 @ 6p | | | | | | | | | | | | | | | |
| 6PM NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 08/20/12 | 08/26/12 | --WTF-- | 2 | | \$1,800.00 | | 0.00 | | | | | | |
| E 5 | WAVY | 08/22/12 | 08/24/12 | LN M-F | CM | 11p-1130p | --WTF-- | :30 | 2 | \$1,800.00 | P1 | 0.00 | NM | 2 | \$3,600.00 |
| M-F News 10 @ 11 | | | | | | | | | | | | | | | |
| LATE NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 08/20/12 | 08/26/12 | --WTF-- | 2 | | \$1,800.00 | | 0.00 | | | | | | |
| E 6 | WAVY | 08/22/12 | 08/24/12 | Tonight Show/Jay Leno | CM | 1134p-1237a | --WTF-- | :30 | 3 | \$400.00 | P2 | 0.00 | NM | 3 | \$1,200.00 |
| Tonight Show w/Leno | | | | | | | | | | | | | | | |
| TONIGHT SHOW | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 08/20/12 | 08/26/12 | --WTF-- | 3 | | \$400.00 | | 0.00 | | | | | | |
| E 7 | WAVY | 08/25/12 | 08/25/12 | WAVY News 10 Sa 7a | CM | 7a-8a | -----S- | :30 | 1 | \$800.00 | P1 | 0.00 | NM | 1 | \$800.00 |
| WAVY News 10 Sa 7a | | | | | | | | | | | | | | | |
| SATURDAY AM NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 08/20/12 | 08/26/12 | -----S- | 1 | | \$800.00 | | 0.00 | | | | | | |
| E 8 | WAVY | 08/25/12 | 08/25/12 | WAVY News 10 Sat 6p | CM | 6p-630p | -----S- | :30 | 2 | \$500.00 | P1 | 0.00 | NM | 2 | \$1,000.00 |
| WAVY News 10 Sat 6p | | | | | | | | | | | | | | | |
| SATURDAY 6PM NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 08/20/12 | 08/26/12 | -----S- | 2 | | \$500.00 | | 0.00 | | | | | | |
| E 9 | WAVY | 08/25/12 | 08/25/12 | Sa 7-8p | CM | 7p-8p | -----S- | :30 | 1 | \$300.00 | P2 | 0.00 | NM | 1 | \$300.00 |
| Sa 7-8p | | | | | | | | | | | | | | | |
| ENTERTAINMENT THIS WEEK | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 08/20/12 | 08/26/12 | -----S- | 1 | | \$300.00 | | 0.00 | | | | | | |
| E 10 | WAVY | 08/26/12 | 08/26/12 | WAVY News 10 Sunday | QM | 7a-8a | -----S | :30 | 1 | \$800.00 | P1 | 0.00 | NM | 1 | \$800.00 |
| WAVY News 10 Sunday 7a | | | | | | | | | | | | | | | |
| SUNDAY AM NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 08/20/12 | 08/26/12 | -----S | 1 | | \$800.00 | | 0.00 | | | | | | |
| E 11 | WAVY | 08/26/12 | 08/26/12 | Meet the Press | CM | 9a-10a | -----S | :30 | 1 | \$1,500.00 | P1 | 0.00 | NM | 1 | \$1,500.00 |
| Meet the Press | | | | | | | | | | | | | | | |
| MEET THE PRESS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 08/20/12 | 08/26/12 | -----S | 1 | | \$1,500.00 | | 0.00 | | | | | | |
| E 13 | WAVY | 08/27/12 | 08/27/12 | Today Show M-F | CM | 7a-9a | M----- | :30 | 1 | \$1,800.00 | P1 | 0.00 | NM | 1 | \$1,800.00 |
| Today Show M-F | | | | | | | | | | | | | | | |
| TODAY SHOW | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 08/27/12 | 09/02/12 | M----- | 1 | | \$1,800.00 | | 0.00 | | | | | | |
| E 14 | WAVY | 08/27/12 | 08/27/12 | Hampton Roads Show | CM | 11a-12p | M----- | :30 | 1 | \$150.00 | P3 | 0.00 | NM | 1 | \$150.00 |
| Hampton Roads Show | | | | | | | | | | | | | | | |
| HAMPTON ROADS SHOW | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 08/27/12 | 09/02/12 | M----- | 1 | | \$150.00 | | 0.00 | | | | | | |
| E 15 | WAVY | 08/27/12 | 08/27/12 | | CM | 12p-1p | M----- | :30 | 1 | \$250.00 | P2 | 0.00 | NM | 1 | \$250.00 |

WAVY

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-------------------|-----------|-------------------|-----------------|-------------------------|-------|-----------------------|-----------------|---------------|-------|---------------|------------|-------------|------|-------------|------------|
| | | | | WAVY News 10 @ Noon | | | | | | | | | | | |
| | | | | News 10 @ Noon | | | | | | | | | | | |
| NOON NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| Week: | | 08/27/12 | 09/02/12 | M----- | | 1 | | \$250.00 | | 0.00 | | | | | |
| E 16 | WAVY | 08/27/12 | 08/27/12 | WAVY News 10 @6p | CM | 6p-630p | M----- | :30 | 1 | \$1,800.00 | P1 | 0.00 | NM | 1 | \$1,800.00 |
| | | | | News 10 @6p | | | | | | | | | | | |
| 6PM NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| Week: | | 08/27/12 | 09/02/12 | M----- | | 1 | | \$1,800.00 | | 0.00 | | | | | |
| E 17 | WAVY | 08/27/12 | 08/27/12 | LN M-F | CM | 11p-1130p | M----- | :30 | 1 | \$1,800.00 | P1 | 0.00 | NM | 1 | \$1,800.00 |
| | | | | M-F News 10 @11 | | | | | | | | | | | |
| LATE NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| Week: | | 08/27/12 | 09/02/12 | M----- | | 1 | | \$1,800.00 | | 0.00 | | | | | |
| E 18 | WAVY | 08/27/12 | 08/27/12 | Tonight Show/Jay Leno | CM | 1134p-1237a | M----- | :30 | 1 | \$400.00 | P2 | 0.00 | NM | 1 | \$400.00 |
| | | | | Tonight Show w/Leno | | | | | | | | | | | |
| TONIGHT SHOW | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| Week: | | 08/27/12 | 09/02/12 | M----- | | 1 | | \$400.00 | | 0.00 | | | | | |
| N 19 | WAVY | 08/26/12 | 08/26/12 | Madden NFL Pigskins P&M | CM | Madden NFL Pigs | -----S | :30 | 1 | \$800.00 | P3 | 0.00 | NM | 1 | \$800.00 |
| | | | | Madden NFL Pigskins Pro | | | | | | | | | | | |
| MKGD FROM 6841060 | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| Week: | | 08/20/12 | 08/26/12 | -----S | | 1 | | \$800.00 | | 0.00 | | | | | |
| N 20 | WAVY | 08/27/12 | 08/27/12 | Today Show 2 | CM | 9a-10a | M----- | :30 | 1 | \$300.00 | P2 | 0.00 | NM | 1 | \$400.00 |
| | | | | Today Show 2 | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| Week: | | 08/27/12 | 09/02/12 | M----- | | 1 | | \$300.00 | | 0.00 | | | | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | | <u>Description</u> | | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | <u>Rtg</u> | <u>Type</u> | | | |
| 1 | NAVY | 08/27/12-09/02/12 | | Today Show 2 | | 9a-10a | M----- | :30 | | \$400.00 | 0.00 | NM | | | |
| Totals | | | | | | | | | | | | | 30 | \$26,800.00 | |